The purpose of the document is to ensure that the UC Health brand is consistently portrayed in all of our various touchpoints, from the way we interact with each other to the way we deliver patient-focused care.
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1.2 POPs & PODs
1.3 Positioning

**SECTION 2: BRANDMARK**
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2.2 Usage
2.3 Secondary Usage
2.4 Staging
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**SECTION 8: CONTACT INFORMATION**
BRAND STRATEGY

Essence / Attitude

Leadership / The Best

Attributes / Core Values

Diversified
Interconnected
Leadership
Informative
Simplicity
Innovation
BRAND STRATEGY

POPs (Points of Parity)
- Patient-centered quality care (respect)
- Evidence-based medicine
- Health care “system”

PODs (Points of Difference)
- Affiliation with the University of Cincinnati and its College of Medicine
- Tripartite mission of research, education and clinical care
- Physicians and specialists
- Unique role in providing advanced specialty care
BRAND STRATEGY

Positioning

As the region’s only academic health system, UC Health provides an unsurpassed level of health care and expertise to the Greater Cincinnati community and beyond. Shaped by a rich heritage of research, education and patient care and an affiliation with the University of Cincinnati and its College of Medicine, UC Health will continue to differentiate itself through its role in training the next generation of health professionals, its advanced specialty care and its ability to apply research to the delivery of care.
Diversified & Interconnected  
(Rational & Emotional)

Leadership & Innovation  
(Rational)

Simplicity & Informative  
(Emotional)

- Creates branding shorthand for “The Best”
- Describes desired outcomes
- Approachable in the category
BRANDMARK USAGE

Safe Area
To ensure a clean visual presence of the brandmark, it is recommended to have a distance of at least half of the capital H on each side of the brandmark.

Minimum Size
The brandmark can never be smaller than one inch wide. In general, the brandmark should appear as large as visually appropriate—in most cases, much larger than the minimum.

Trademark Indication
Use a TM near the mark as shown. For exceptions and guidance, contact Marty Ludwig, University of Cincinnati director of licensing, martin.ludwig@uc.edu.
SECONDARY BRANDMARK USAGE

The preferred orientation for the brandmark is horizontal; but in cases where it is not feasible, the stacked variation is appropriate for use. This alternate orientation is approved on a case-by-case basis only.

Safe Area
It is recommended to have a distance of at least half of the capital H on each side of the brandmark.

Minimum Size
The alternate brandmark can never be smaller than one half inch wide. In general, the brandmark should appear as large as visually appropriate—in most cases, much larger than the minimum.
BRANDMARK STAGING

The preferred background for the brandmark is white; however, it is permitted to use a light background that offers enough contrast to the brandmark (e.g., light gray, silver and light tones of cream). Contact Laura Kujawa, UC Health Director of Creative Services, for assistance, laura.kujawa@uchealth.com.

Although not preferred, in some instances it is necessary for the brandmark to be staged on a field of red or black.
BLACK & WHITE BRANDMARK USAGE

If possible, black and white brandmark use should be avoided. Black and white brandmarks are most often appropriate for items of merchandise, where colors, image area and materials can be restricted.
BRANDMARK DON’TS

- Do not place on dark field
- Do not alter proportions of elements
- Do not alter color of elements
- Do not apply effects
- Do not rotate
- Do not use alternate typeface
- Do not add words
- Do not resize out of proportion
BRANDMARK DON’TS (continued)

The university logo and the UC Health logo are not permitted to be used together. The rationale for incorporating the UC symbol as part of the UC Health logo is to convey the special connection that exists between the two institutions. Using two separate logos conveys a separation, rather than unity.

The UC Health logo is the primary identifier for University of Cincinnati Medical Center, West Chester Hospital, Daniel Drake Center for Post-Acute Care, UC Physicians and
- for individual practice groups communicating to patients or referring physicians
- when the primary audience comprises patients or potential patients
- to promote clinical trials

The university logo is the primary identifier for all colleges and units of the University of Cincinnati, and
- for academic papers and presentations
- when the primary audience comprises academics, even if their discipline is health-care related (for example, medical, nursing and pharmacy faculty)
- to promote academic research
- to recruit students (including College of Medicine students)

Special Circumstances
Occasionally there is a need to identify both organizations as separate entities. (For example, a dual event sponsorship.) In that case, neither logo should be used. Instead, the brand is communicated via other visual cues (color and graphic architecture) and each organization should be identified equally in plain text.

Some UC Health communication requires the inclusion of the words “University of Cincinnati” or “University of Cincinnati College of Medicine” in addition to the UC Health logo.
Appropriate examples include:
- communication intended for audiences outside this region
- websites or promotional material attached to approved institutes

For consultation and advice, contact Richard Puff, richard.puff@uc.edu or Tony Condia, anthony.condia@uchalth.com.
The exhibits below demonstrate the approved graphic interfaces for the following UC Health service sites: University of Cincinnati Medical Center, West Chester Hospital, Daniel Drake Center for Post-Acute Care, and Women's Center.
The exhibits below demonstrate the approved graphic interfaces allow for specific branding of the following: UC Health Foundation and Lindner Center of HOPE.
Safe Area

The safe area described on page 2.2 should be preserved on lockups.

To ensure maximum visual presence, the lock-ups should preserve the 1 inch minimum width of the primary UC Health brandmark. Please note that this is a minimum size. Whenever possible, a larger size should be used.
BUSINESS SUITE

To order business cards, contact your marketing department.

There is a specific stationery order form available from your marketing representative. It outlines all acceptable versions.
PRESENTATION (POWERPOINT) TEMPLATES

For UC Health PowerPoint (PPT) templates, contact your marketing department.

Title Presentation

Subhead

Bullet point goes here
Bullet point goes here
Bullet point goes here

Title

- Bullet point goes here
- Bullet point goes here
- Bullet point goes here
EMAIL SIGN-OFF

Email signatures should **not** include backgrounds, quotes, colored text or slogans. An example of an acceptable email signature is shown below.

Firstname Middlename Lastname, MD  
_Professional Title Goes Here_  
_Department or Specialty Name_

234 Goodman Street, Suite A  
Cincinnati, OH 45219  
t (513) 584-1000  
f (513) 584-1001  
e (513) 584-1002  
firstname.lastname@uchealth.com  
UCHealth.com
HOW WE WRITE IT

Following is the style guide for UC Health. This guide addresses first and second-reference usage and provides key talking points and boilerplate information in addition to providing guidelines for news writing.

Refer to this guide when writing about UC Health or working to promote UC Health to news media. It should also be used as a reference for editorial copy in marketing or advertising materials. Supplement this style guide with the Marketing Guide to UC Health. For a copy, please contact Chris Ralston at ralstonc@ucphysicians.com.

If you are uncertain how to spell a certain word, punctuate a medical degree or abbreviate a word, the UC Academic Health Center style guide (healthnews.uc.edu/style) will help you address these common writing issues. The guide is designed to serve as an editorial standard by providing consistent writing solutions for anyone writing about the university and its affiliates. By using the same style, communicators will achieve consistency in writing and messaging university-wide.

The style guide, updated regularly, is a supplement to the Associated Press (AP) Stylebook and Libel Manual and Merriam-Webster’s Collegiate Dictionary, Eleventh Edition, two of the preferred reference guides for journalists today. In general, we follow AP style. When AP style doesn’t answer the question, we refer to the Chicago Manual of Style, 14th edition. We use Merriam-Webster’s Collegiate Dictionary, 11th Edition, for spellings, abbreviations and place names. When a choice of spelling is given, accept the first.
ABOUT UC HEALTH

UC Health, the University of Cincinnati’s affiliated health system, includes University of Cincinnati Medical Center, ranked one of the best hospitals in the region by *U.S. News & World Report*; West Chester Hospital, one of Cincinnati’s newest hospitals and the recipient of the 2013 Healthgrades® Outstanding Patient Experience Award™, placing the facility’s performance above 90 percent of similar hospitals nationally for patient satisfaction; Daniel Drake Center for Post-Acute Care, Cincinnati’s premier provider of long-term acute care; University of Cincinnati Physicians, Cincinnati’s largest multi-specialty practice group with nearly 800 board-certified clinicians and surgeons; Lindner Center of HOPE, the region’s premier mental health center; and several institutes focusing on the areas of cancer, the neurosciences, cardiovascular health and diabetes.
KEY TALKING POINTS

• UC Health is a partnership between the region’s largest physician group practice and the only adult Level 1 trauma center—built on a strong connection to the University of Cincinnati.

• UC Health was formed to ensure that Greater Cincinnati is always served by an academic-based health center that advances medical knowledge, trains health professionals, and provides discovery-driven, world class health care.

• UC Health is not just a name. It stands for leadership in all aspects of health care—clinical services, groundbreaking research and inspired teaching. UC Health promises to continuously improve the patient experience in order to provide seamless, coordinated care throughout our system.

• UC Health comprises more than nearly 800 physicians, a 699-bed tertiary care hospital (the region’s most preferred), West Chester Hospital, a short-stay surgical hospital and medical building on the West Chester medical campus, and 30 practice sites around our region.
KEY STYLE POINTS

• UC Health takes precedence in copy.

• University of Cincinnati Physicians represents doctors across the “system,” not a specific location.

• In most written communications, physicians are identified by specialty, but specialties are not pulled out as proper names in written communication. For example: Surgeons with UC Health. Not UC Health Surgeons or UC Health Surgery.

• Faculty appointments may appear—when appropriate—in communications in order to reinforce the UC connection.
FIRST REFERENCE

**UC Health**
- UC Health

**University of Cincinnati Medical Center**
- University of Cincinnati Medical Center—Use UC Health University of Cincinnati Medical Center if UC Health isn’t already mentioned in the copy.
- Do not use The University of Cincinnati Medical Center.

**University of Cincinnati Physicians**
- University of Cincinnati Physicians (to be used sparingly, primarily when writing about organizational news).
- When writing University of Cincinnati Physicians, use UC Health University of Cincinnati Physicians if UC Health has not been mentioned in the copy.

**Preferred Usage for University of Cincinnati Physicians**
- Doctors with UC Health
- Physicians with UC Health
- Specialists with UC Health
  - Endocrinologists with UC Health
  - Surgeons with UC Health
  - UC Health cardiologists

**West Chester Hospital**
- West Chester Hospital—Use UC Health West Chester Hospital if UC Health has not already been mentioned in the copy.
- West Chester Hospital Surgical Center

**Daniel Drake Center for Post-Acute Care**
- Daniel Drake Center for Post-Acute Care—Use UC Health Daniel Drake Center for Post-Acute Care if UC Health has not been mentioned in the copy.
- Daniel Drake Outpatient Rehabilitation at West Chester
- Daniel Drake Outpatient Rehabilitation at Clifton
- Daniel Drake Center at The Christ Hospital, Mt. Auburn
FIRST REFERENCE (continued)

UC Physicians Multispecialty Practice Locations
• UC Health Physicians Office North (South), West Chester
• UC Health Physicians Office North (South) in West Chester
• UC Health Physicians Office, Montgomery
• UC Health Physicians Office in Montgomery
• UC Health Physicians Office, Clifton
• UC Health Physicians Office in Clifton

Institutes
• University of Cincinnati Neuroscience Institute
• University of Cincinnati Heart, Lung & Vascular Institute
• University of Cincinnati Cancer Institute
• University of Cincinnati Diabetes & Metabolic Diseases Institute

Leased Spaces for Individual Specialties (defer to practice name)
• West Chester Hospital Sleep Medicine Center
• University of Cincinnati Medical Center Sleep Medicine Center
• UC Health Pain Medicine
• UC Health Dermatology

Practices/Centers/Divisions
• Practices should not be formalized with capital letters following UC Health.*
  o For example: CORRECT: UC Health ear, nose and throat specialists
  INCORRECT: UC Health Otolaryngology–Head and Neck Surgery

* Exceptions may be made for marketing materials including print advertisements and lab coats. Contact Chris Ralston for proper usage.

Holmes Hospital
• Holmes Hospital—Use UC Health Holmes Hospital if UC Health has not already been mentioned in the copy.

Surgical Hospital
• West Chester Hospital Surgical Center

Imaging Center
• West Chester Hospital Outpatient Imaging Center

Barrett Center
• UC Health Barrett Cancer Center

Precision Radiotherapy
• Precision Radiotherapy

UC Health West Chester Campus
• Do not use University Pointe
SECOND REFERENCE

UC Health
- UC Health

University of Cincinnati Medical Center
- UC Medical Center

University of Cincinnati Physicians
- UC Physicians (Use sparingly. This will typically be used in articles about organization news—most often used in Connected.)
- Do not abbreviate to UCP.
- Physician's name will usually be the only second reference:

Example:
CINCINNATI—You get regular maintenance on your car and your home—so why not your hearing aid?

For the first week of November, UC Health ear, nose and throat specialists will recognize Hearing Aid Awareness Week by offering free hearing aid cleaning and tune ups every day from 8:30 a.m. to 1 p.m.

Division of audiology and hearing aids director Stephanie Lockhart recommends patients get their hearing aids checked every six months.

“It's kind of like changing the oil in your car,” says Lockhart. “You shouldn’t get a hearing aid and then never maintain it. A hearing aid can be functioning, but it might not be functioning optimally, and you might not notice that.”

West Chester Hospital
- West Chester Hospital

Daniel Drake Center for Post-Acute Care
- Daniel Drake Center

UC Physicians Multispecialty Practice Locations
- Physicians Office
  Physicians Office in West Chester
SECOND REFERENCE (continued)

Institutes
• UC Neuroscience Institute
• UC Cancer Institute
• UC Heart, Lung & Vascular Institute
• UC Diabetes & Metabolic Diseases Institute

Leased Spaces for Individual Specialties (defer to practice name)
• Sleep Medicine Center

Other Locations
• Montgomery medical office

Practices/Centers/Divisions
• UC Health ear, nose and throat specialists

Holmes Hospital
• Holmes Hospital

Surgical Center
• Surgical Center

Imaging Center
• Outpatient Imaging Center

Barrett Center
• Barrett Cancer Center

Precision Radiotherapy
• Precision Radiotherapy
WEB ADDRESSES

Use the shortest workable URL.
For example, if you can leave off http://www and can still access the site, drop this portion.

UC Health
UCHealth.com

Centers of Excellence
UCHealth.com/cancer
UCHealth.com/neuro
UCHealth.com-diabetes
UCHealth.com/cardio
For Immediate Release

NOTE TO EDITORS: A portrait of Dr. Larkin is attached.

UC Health Acquires Lisa Larkin, MD & Associates
Acquisition demonstrates health system's increasing commitment to women's health in the region


“We are thrilled to have Dr. Larkin and her associates join UC Health,” said Myles Pensak, MD, CEO of University of Cincinnati Physicians, UC Health's physicians group. “Acquiring Dr. Larkin's practice was a natural next step to increase our commitment to women's health care in the region.”

About UC Health
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Media Contact:
Jeff Seal, APR
(513) 585-7567
jeff.seal@uchealth.com
BOILERPLATES

Use boilerplates on all releases about UC Health or its providers. The UC Health boilerplate should be used in all. For situations in which a specific entity is represented in the news release, use its boilerplate in addition to UC Health's, putting UC Health's last. Place the boilerplate(s) above the ### on releases and do not italicize it/them.

Boilerplates may change over time as services are added or awards are highlighted. For the latest versions, check with PR and marketing departments at the entities responsible for them.

Boilerplate for UC Health

UC Health, the University of Cincinnati’s affiliated health system, includes University of Cincinnati Medical Center, ranked one of the best hospitals in the region by U.S. News & World Report; West Chester Hospital, one of Cincinnati’s newest hospitals and the recipient of the 2013 Healthgrades® Outstanding Patient Experience Award™, placing the facility’s performance above 90 percent of similar hospitals nationally for patient satisfaction; Daniel Drake Center for Post-Acute Care, Cincinnati’s premier provider of long-term acute care; University of Cincinnati Physicians, Cincinnati’s largest multi-specialty practice group with nearly 800 board-certified clinicians and surgeons; Lindner Center of HOPE, the region’s premier mental health center; and several institutes focusing on the areas of cancer, the neurosciences, cardiovascular health and diabetes. To learn more, visit UCHealth.com.

Boilerplate for University of Cincinnati Medical Center

University of Cincinnati Medical Center includes a 699-bed hospital and is home to the area’s only adult Level III Trauma Center, accredited hospital based helicopter ambulance service and multisolid organ transplant center. It is certified as a national Primary Stroke Center by the Joint Commission on Accreditation of Health Care Organizations. The Burn Center at UC Medical Center is the area’s only verified burn center (for adults)—one of a few dozen U.S. hospitals that meet the rigorous standards of excellence set by the American Burn Association (ABA) and the American College of Surgeons (ACS) for delivery of patient care, quality outcomes and commitment to education and research. It is part of the UC Health system. To learn more, visit UCHealth.com/UCMC.
BOILERPLATES (continued)

Use boilerplates on all releases about UC Health or its providers. The UC Health boilerplate should be used in all. For situations in which a specific entity is represented in the news release, use its boilerplate in addition to UC Health’s, putting UC Health’s last. Place the boilerplate(s) above the ### on releases and do not italicize it/them.

Boilerplates may change over time as services are added or awards are highlighted. For the latest versions, check with PR and marketing departments at the entities responsible for them.

**Boilerplate for Daniel Drake Center for Post-Acute Care**

Daniel Drake Center for Post-Acute Care provides a complete range of inpatient and outpatient services including long-term acute care; skilled nursing care; physical, occupational and speech therapies; wound care; assisted living; wellness services and research. It is part of the UC Health system. To learn more, visit UCHealth.com/DanielDrakeCenter.

**Boilerplate for West Chester Hospital**

West Chester Hospital is a 160-bed, all-private room, hospital located in West Chester, Ohio. Utilizing the very latest in medical technology, and drawing upon the University of Cincinnati’s nearly 200 years of research and medical expertise, West Chester Hospital provides discovery-driven care in a pleasant, healing environment. The hospital is conveniently located and easily accessible from Interstate 75 at Tylersville Road. Services available include an emergency department, inpatient and outpatient surgical procedures, as well as a full spectrum of inpatient and outpatient diagnostic testing and treatment amenities. West Chester Hospital is one of only two hospitals in the Greater Cincinnati and Dayton regions* to receive the Healthgrades® Outstanding Patient Experience AwardTM for two consecutive years (2012-2013) – placing the facility’s performance above 90 percent of similar hospitals nationwide for patient satisfaction. It is part of the UC Health system. To learn more visit UCHealth.com/WestChesterHospital.
NEWS WRITING


To further maintain consistency, follow style guides maintained by the University of Cincinnati and the UC Academic Health Center at uc.edu/ucomm/resources/stylebook.html and http://healthnews.uc.edu/style/, respectively.
EDITORIAL CONSIDERATIONS

Credentials
Credentials should be listed without periods. There is no limit to the amount of credentials that can be displayed, although it asked that reasonable consideration be made when choosing to display multiple.

Web Address
The only web address that should be listed is UCHealth.com as shown with a capital U, C and H.

Web addresses that direct to a specific page in the website can be designated as shown.

Phone Numbers
Phone numbers should always have the area code in parenthesis as shown.

Zip Codes
Zip Codes should use the full nine (9) number code when used as a mailing address or return address.

Time
Times should be expressed as follows:
  a.m. and p.m. must always use periods
  Hours should not use “:00”
  Quarter and half hours should be shown complete “:15” or “:30”
The UC Health brandmark must be easily identifiable on all collateral and advertisements.
BILLBOARDS

Certain applications, production processes and media, such as billboards, may require special consideration for improved visibility. **When photography is NOT used, a larger percentage of red should be considered. Additional situations may also call for a more robust inclusion of red.** Always request the most accurate proofing system available and consult with one of the branding or UC Health marketing experts listed on the last page of this document.
COLOR PALETTE

Primary

- **PANTONE® 186 C**
  - Red supports a connection to UC and an academic advantage.
  - C=0
  - M=100
  - Y=81
  - K=4
  - R=224
  - G=1
  - B=34

- **PANTONE® Pro Black**
  - Used for readability and precision.
  - 100% Black

- **White**
  - Simplicity, innovation, leadership; a sense of cleanliness
  - 35% Black

- **PANTONE® 421 C**
  - Warmth and approachability.
  - 75% Black
  - C=3.83
  - M=13.07
  - Y=32.19
  - K=0
  - R=244
  - G=219
  - B=178
TYPOGRAPHY

**Minion Pro Family – Used to communicate approachability and used for headlines**

- **Minion Pro Regular**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789
  - 0123456789

- **Minion Pro Bold**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789
  - 0123456789

- **Minion Pro Medium**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789
  - 0123456789

- **Minion Pro Medium Italic**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789
  - 0123456789

**Myriad Pro Family – Used to communicate innovation and used for body copy**

- **Myriad Pro Light**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789
  - 0123456789

- **Myriad Pro Regular**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789
  - 0123456789

- **Myriad Pro Bold**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789
  - 0123456789

- **Myriad Pro Medium Italic**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789
  - 0123456789

**Myriad Pro Black**

- **Myriad Pro Semibold**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789
  - 0123456789

- **Myriad Pro Light Italic**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789
  - 0123456789

- **Myriad Pro Bold Italic**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789
  - 0123456789

- **Myriad Pro Medium Italic**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789
  - 0123456789

- **Myriad Pro Black Italic**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789
  - 0123456789

**NOTE:** To purchase the above typefaces please contact Jeri Smith, University Relations, jeri.smith@uc.edu, 513-556-5229. Alternative typefaces are acceptable, however, the typography principles must be followed. Headlines are in a serif typeface; e.g. Times and it is recommended that body copy/informational text is in a sans serif typeface; e.g. Arial.
LAB COATS

The preferred logo is the standard UC Health logo. Approved interfaces (University of Cincinnati Medical Center, West Chester Hospital, etc.) may also be used.

Specialty/department names should appear on the right side of the coat, under your name. Note: Resident physicians should not include a specialty/department name.

Stephen F. Baxter, MD
Emergency Medicine

Note: Affiliations and certifications, such as FACS or CPAN, or degrees that are not specifically medical, such as MBA, PhD, etc., are not appropriate on a lab coat. In all cases, consider what is the most important and which degree provides immediate clarity from the patient’s perspective. In general, degrees listed on lab coats should be limited to state medical board certifications. (See above.)
PROFESSIONAL ATTIRE

It is recommended to stay true to the UC Health brand palette in wardrobe with the primary brand colors of white and light gray. However, it is acceptable to deviate from this when it is not practical to wear white/light gray. (Follow the appropriate brandmark color detailed in section 2.)

preferred

acceptable

NOTE: In special cases where the clothing item is not in the UC Health brand palette of white, gray, cream, red or black, an all white treatment of the brandmark is preferred. All black treatments are approved on a case-by-case basis. Contact UC’s director of licensing, Marty Ludwig, martin.ludwig@uc.edu.
MERCHANDISE & APPAREL

Licensed vendors approved by the University of Cincinnati through its licensing agency, the Collegiate Licensing Company (CLC) are required to produce items bearing the UC Health mark. As part of their approval, licensed vendors have access to all UC Health logos. Vendors requesting the logo are often not licensed. For general information about CLC licensing, please contact Marty Ludwig: martin.ludwig@uc.edu

For assistance in developing merchandising items, please contact the appropriate UC Health marketing office:
UC Health University of Cincinnati Physicians Marketing (513) 475-8006
UC Health University of Cincinnati Medical Center Marketing (513) 584-9899
UC Health West Chester Medical Center Marketing (513) 298-7730
CONTACT INFORMATION

UC Health Marketing:

LAURA KUJAWA
Director, Creative Services
UC Health
3200 Burnet Avenue
Cincinnati, OH 45229
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CHRIS RALSTON
Director of Marketing and Physician Relations
UC Health
University of Cincinnati Physicians
2830 Victory Parkway, Suite 100
Cincinnati, OH 45206
(513) 475-8006 | ralstonc@ucphysicians.com

K. GRANT WENZEL
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UC Health West Chester Hospital
7700 University Drive
West Chester, OH 45069
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University of Cincinnati and UC Health Branding/Design:

ANGELA KLOCKE
Director, Creative Services
Chair, University Branding Committee
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PO Box 210141
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SUKI JEFFREY
Art Director, Academic Health Center PR
University Branding Committee
University of Cincinnati
PO Box 670550
Cincinnati, OH 45267
(513) 558-3622 | jeffresi@uc.edu

University of Cincinnati and UC Health Licensing:

MARTIN LUDWIG
Director, Campus Services, Trademarks & Licensing
University Branding Committee
University of Cincinnati
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Cincinnati, OH 45221
(513) 556-5072 | martin.ludwig@uc.edu

University of Cincinnati and UC Health Writing:

DAMA EWBank
Assistant Director, Academic Health Center PR
University of Cincinnati
PO Box 670550
Cincinnati, OH 45267
(513) 558-4519 | dama.ewbank@uc.edu